

ORDER



Orders	Order / Rev:	708272	
	Alt Order #:	06289657	
	Product Desc:	CROSSROADS GPS	
	Estimate:	1953	
	Flight Dates:	08/23/12 - 08/29/12	Primary AE:
	Original Date / Rev:	08/21/12 / 08/22/12	Sales Office:
	Order Type:	Political	Sales Region:
Agency	Name:	Crossroads Media/ POL	
	Buying Contact:	Elise Cloyd	
	Billing Contact:		Billing Type:
		88 Canal Center Plaza Suite 555	Billing Calendar:
		Alexandria, VA 22314	Billing Cycle:
			Agency Commission:
Advertiser	Name:	Crossroads GPS	
	Demographic:	A35+	
	Product Codes:	IS-Candidate/Presidential	
	Priority:	P-3	
	Revenue Codes:	AGY, GEN, POL	

					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/26/12	34	\$65,360.00	\$55,556.00	August 2012	34	\$65,360.00	\$55,556.00	0.00
08/27/12	08/29/12	33	\$57,040.00	\$48,484.00	September 2012	33	\$57,040.00	\$48,484.00	0.00
					Totals	67	\$122,400.00	\$104,040.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/23/12	08/24/12	M-F 6-7a 6-7a 10 News	CM	6-7a	--TF--	:30	2	\$360.00	P-2	0.00	NM	2	\$720.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12 08/26/12 ---TF-- 2 \$360.00 0.00															
2	WTSP	08/23/12	08/24/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	--TF--	:30	2	\$360.00	P-2	0.00	NM	2	\$720.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12 08/26/12 ---TF-- 2 \$360.00 0.00															
3	WTSP	08/23/12	08/24/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	--TF--	:30	2	\$360.00	P-2	0.00	NM	2	\$720.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12 08/26/12 ---TF-- 2 \$360.00 0.00															
4	WTSP	08/23/12	08/24/12	M-F 4-5p Dr. Phil	CM	4-5p	--TF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
2 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12 08/26/12 ---TF-- 4 \$800.00 0.00															
5	WTSP	08/23/12	08/24/12	7-730p Inside Edition	CM	7-730p	--TF--	:30	4	\$600.00	P-3	0.00	NM	4	\$2,400.00
2 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 708272
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Flight Dates: 08/23/12 - 08/29/12

Advertiser: Crossroads GPS
Product Desc: CROSSROADS GPS
Estimate: 1953

WTSP-TV

Order / Rev: 708272
Alt Order #: 06289657
Flight Dates: 08/23/12 - 08/29/12

Advertiser: Crossroads GPS
Product Desc: CROSSROADS GPS
Estimate: 1953

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	WTSP	08/27/12	08/29/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	MTW----	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTW----		3				\$360.00		0.00			
18	WTSP	08/27/12	08/29/12	M-F 4-5p Dr. Phil	CM	4-5p	MTW----	:30	6	\$800.00	P-2	0.00	NM	6	\$4,800.00
2 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTW----		6				\$800.00		0.00			
19	WTSP	08/27/12	08/29/12	7-730p Inside Edition	CM	7-730p	MTW----	:30	6	\$600.00	P-3	0.00	NM	6	\$3,600.00
2 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTW----		6				\$600.00		0.00			
20	WTSP	08/27/12	08/29/12	10 News Special 10 News Special	CM	10 News Special	MTW----	:30	6	\$1,200.00	P-2	0.00	NM	6	\$7,200.00
2 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTW----		6				\$1,200.00		0.00			
21	WTSP	08/27/12	08/29/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTW----	:30	3	\$2,600.00	P-2	0.00	NM	3	\$7,800.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTW----		3				\$2,600.00		0.00			
22	WTSP	08/28/12	08/28/12	Tue Prime A NCIS	CM	Tue 8-9p	-T-----	:30	1	\$11,200.00	P-2	0.00	NM	1	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-----		1				\$11,200.00		0.00			
23	WTSP	08/28/12	08/28/12	Tue Prime B NCIS: Los Angeles	CM	Tue 9-10p	-T-----	:30	1	\$11,200.00	P-2	0.00	NM	1	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-----		1				\$11,200.00		0.00			
24	WTSP	08/27/12	08/27/12	Mon Prime B 2 Broke Girls/Mike & Molly	CM	Mon 9-10p	M-----	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----		1				\$8,000.00		0.00			
25	WTSP	08/26/12	08/26/12	Sun Prime D The Mentalist	CM	Sun 10-11p	-----S	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		1				\$8,000.00		0.00			
N27	WTSP	08/25/12	08/25/12	Bucs Weekend Game Bucs Weekend Game	CM	Weekend Game	-----S-	:30	3	\$0.00	PKG	0.00	NM	3	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-		3				\$0.00		0.00			